

### **Date Based Pricing FAQs**

Updated: Monday, August 17, 2020

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#### **GENERAL FAQ**

#### Q: What is date based pricing?

**A:** We've launched date-based pricing to give our guests more flexibility when planning a visit to Universal Orlando Resort, allowing them to select the best time to visit to suit their needs. Pricing is determined by a specific date selection at the time of purchase. Every transaction requires calendar date selection, starting with first date of visit. When selecting a ticket product to visit the parks, the price will be based on the date of their visit to Universal Orlando Resort. Therefore, the first day determines the total price of the ticket.

Once a start date is selected, the total ticket cost appears along with a validity window. The total ticket cost is calculated by the start date value.

#### Q: When will date-based pricing going live?

A: Date-based pricing will go live on August 18, 2020.

#### Q: Will all tickets be subject to date-based pricing?

**A:** While the majority of ticket products will utilize the date-based pricing model, there may be promotional ticket products, flex ticket products, and other offers that do not.

#### Q: Who can make changes to tickets once they are purchased? What is the process?

**A:** Your clients will be able to make modifications to the usage date for their date-based tickets after they are purchased. Prior to arrival, Travel Advisors can make changes on VAX Vacation Access, or by calling the Travel Advisor Dedicated Team at the Guest Contact Center at (800) 224-3838. During travel, guests can make changes using the "Guest Self Service" feature in the Official Universal Orlando Resort App – your clients will need to create an account in order to utilize this feature within the app if they do not already have one.





# Q: Who can make changes to tickets once they are purchased? What is the process? (Continued)

Per our overall policy, ticket purchases are non-refundable. Tickets being exchanged for dates that are either equal in price or at a lesser price will be treated as an even exchange and will not be charged any additional amount. Guests who change their tickets to a date that has a higher price point will have to pay the difference prior to park entry.

#### Q: When exchanging tickets, will a refund be given if the difference in price is less?

A: Per our overall policy, ticket purchases are non-refundable.

#### Q: What if a Guest doesn't use their entire ticket?

**A:** We strongly encourage guests to use their tickets and all entitlements before the assigned expiration date as tickets will expire at the end of the validity window and any unused entitlements will be forfeited.

#### Q: How far in advance can a ticket be purchased?

**A:** Currently, Guests can purchase tickets valid through 12/31/2021. Please note that ticket prices are subject to change as we're always evaluating our offerings.

#### Q: Can adjustments be made to expired tickets?

**A:** We strongly encourage guests to make any adjustments to their tickets prior to their expiration date, as any unused entitlements will be forfeited after expiration.

## Q: If prices increase, will a Guest need to upgrade their ticket if they've already purchased

**A:** No. If a Guest has purchased a dated-ticket for a specific visit, they will not need to pay additional fees even if ticket prices increase.

#### Q: Will tickets purchased prior to 8/18/2020 still be valid?

**A:** Yes, all tickets purchased prior to 8/18/2020 and the rollout of date-based pricing will still be valid. Please note that all tickets remain subject to the conditions and entitlements such as blockout dates, and expiration, etc. at the time of the purchase.

#### Q: Will current promotional tickets be changed to date based?

**A:** No, current promotional ticket offers will not be date-based.





#### Q: Will Florida Resident tickets be date based?

**A:** Yes, as of 8/18/20, Florida Resident tickets will also be date-based, and there will be updates to the validity windows depending on the ticket type.

Q: What if a Guest has no idea when they plan on visiting the park but wants to buy a ticket?

A: Flex ticket products will be available for guests who wish to purchase a ticket, but don't have a specific date in mind for their visit. Flex products are valid for one year after they are printed and allow for maximum flexibility. Flex ticket products and prices can be viewed at VAXVacationAccess.com/UPRV.

Q: What if a Guest can't find the Guest Self Service feature on the mobile app?

**A:** Guests should ensure that the latest version of the app is downloaded on their device.

Q: Will a date-based ticket guarantee admission if the parks hit capacity?

**A:** While Guests with date-based tickets will be given priority entrance to the theme parks throughout the day, we cannot guarantee admission to any guests if the parks hit capacity.

